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1980 CENSUS OF POPULATION AND HOUSING

The Twentieth Decennial Census of Population and Housing will officially begin on Tuesday, April 1, 1980. Activities which occur around this date will reflect the culmination of approximately seven years of planning and pre-testing carried out by the U.S. Bureau of the Census. By the time the last American is counted sometime during the summer, the Bureau of the Census will have reached an estimated 222 million U.S. residents and 86 million housing units, and gathered more than 3 billion answers. Such factors as changes in the labor force and life-styles will contribute to make the task of census enumeration more difficult in 1980 than ever before.

One of the major changes in the labor force since 1970 is an increase in the proportion of working couples, which creates major problems for census enumeration. For one thing, fewer people will be available during normal working hours, necessitating more evening-hour enumerators. Also, in the past a significant proportion of the Census Bureau's temporary employees typically consisted of housewives. As a result of these changes the Census Bureau will be forced to hire a larger number of enumerators than before and, at the same time, look to different segments of the population for potential employees.

Significant changes in life-styles have also taken place since 1970. It is generally felt that in 1980 people will be harder to find. For example, illegal aliens and certain separated spouses who do not wish to be found will tend not to cooperate. Furthermore, the increasing mobility of people and changes in their type of habitat all affect the accuracy and ease of enumeration. To illustrate, more people are living in mobile homes, making recreational vehicles their permanent residence, living in commune-like arrangements, living alone, or sharing custody arrangements for dependents of divorced parents.

1980 CENSUS QUESTIONNAIRE[1]

Over the years, the U.S. Bureau of the Census has attempted to maintain consistency among the measures obtained. This has resulted in comparable questions and similar questionnaire lengths characterizing each of the decennial census survey forms. With the onset of planning for each new census, efforts are made to update and improve on the information acquired. The final decision on which questions to change is typically based on such factors as respondent burden, the public's perception of questions, census-processing work load, data comparability to previous censuses, estimates of costs, public data needs, a search for alternative sources which could provide the requested data, and so on. In the ensuing discussion, major changes pertinent to the 1980 enumeration are discussed in terms of how the 1980 census questionnaire differs from that used in 1970.

Questions which were modified to learn more about minority and ethnic groups across the nation are those dealing with race, Spanish origin, ancestry, and disability. In the race question, eight categories were added to document more adequately Asian and Pacific Islander groups residing in the United States. For the first time, a separate question on Spanish origin will be asked of all Americans.

In a break with long-standing tradition, the Census Bureau has dropped the question on place of birth of the respondent's parents and replaced it with a question designed to identify ethnic groups in the nation. The question on disability has been expanded to include not only the effect of the disability on the person's ability to work, but also the person's ability to use public transportation facilities. In addition, this question is being asked of persons of all ages rather than only of those under 65, as in 1970.

Questions on household relationship, veteran status, and type of housing unit have been modified in acknowledgment of changes in life-styles in recent years. The household-relationship question no longer requires the designation of the husband as the head of the household for a married-couple family. Rather, it specifies only that the reference person listed, or head of household, be someone in whose name the house is owned or rented.

If a dwelling place is jointly owned or rented by a married couple, either the husband or wife may be listed as the reference person. In stating this question the Census Bureau has also dropped the designation "head" because of its perceived hierarchical connotations.

For the remaining part of the household-relationship question, where the respondent is asked to list other household members and indicate their relationship to the reference person, the Census Bureau has added two new categories (Partner-Roommate and Paid Employee) to obtain more accurate statistics on unmarried people who live together.

The question on veteran status has dropped the stipulation that it applied only to men and has also been modified to make the correct response for reservists more clear. The question on type of housing unit has added the category "a boat, tent, van, etc.," in recognition of the increasingly (Continued on page 2)

[1] This section is based on information presented in Mark S. Littman, "The 1980 Census of Population: Content and Coverage Improvement Plans," *Journal of Consumer Research* 6 (September, 1979), pp. 204-212; and Peter K. Francese, "The 1980 Census: The Counting of America," *Population Bulletin* 34(4) (Washington, D.C.: Population Reference Bureau, Inc., 1979).

(Continued from page 1)

diversified types of dwellings people live in.

Changes made to provide more timely information to users include new questions on (1) use of vans or trucks; (2) condominiums; (3) total shelter costs, including annual real estate taxes, annual fire and hazard property-insurance premiums, and the mortgage and monthly payment on the respondent's property; (4) average time spent getting to work; (5) extent of carpooling; (6) part-time workers; and (7) extent of unemployment in the previous year. Also, format changes were made to provide more reliable information to users on questions dealing with income earned in 1979, and foreign-language usage and English-speaking ability.

As has become the practice with the decennial census, both a long and a short form of the questionnaire will be administered. The short form will consist of seven questions on the characteristics of each person and twelve questions on living quarters. The long form will have a total of thirty-three questions on personal characteristics and thirty-two questions on living quarters.

Because of statistical reliability problems that occurred with the 1970 data for small areas, there will be some modification in the sampling procedures used in the 1980 census. It was mandatory that some changes be made, since more accurate data are needed for allocating funds under the General Federal Revenue Sharing Program. To meet this need, the short-form questionnaire will be administered to 50 percent of the housing units in governmental entities with populations of 2,500 or less. Long-form questionnaires will be given to the other 50 percent of the housing units. For all other areas the short form will be used for five-sixths of the housing units and the long form for one-sixth. This combined long-form sample of 50 percent and 16.7 percent will provide a national sample rate of approximately 20 percent in 1980, which is consistent with the 1970 sample rate.

A listing of the 100 percent items and 20 percent sample items appears in Table 1.

1980 CENSUS COVERAGE

New procedures have been designed to mitigate the problem of under-enumeration that was a major issue with respect to the 1970 census. A census in-house activity, the household roster procedure will consist of a check of individuals listed in Question 1 against the rest of the questionnaire, to ensure that they were included in all pertinent responses throughout the survey form. Any discrepancies found would be verified by Census Bureau staff. Furthermore, the Census Bureau will contact households which used all seven spaces allotted for listing household members to make certain no one was omitted due to lack of space.

Another new 1980 procedure being implemented to improve census coverage is the matching to nonhousehold sources lists. This will consist of obtaining name and address lists from independent sources. The lists will then be matched by Census Bureau staff against the census questionnaires to determine whether any people were missed in the enumeration process. If it appears that someone was missed, the status of the individual will be checked by either a telephone call or a personal visit to the listed address. This technique was used in a number of the pre-tests and was found to be effective in identifying persons missed in the initial

Table 1
SUBJECT ITEMS INCLUDED IN THE 1980 CENSUS[1]

100 Percent Items	*Sample Items*[2]	
Population	Population	Housing
Household relationship	School enrollment	Type of unit and units in structure
Sex	Educational attainment	Stories in building and presence of elevator
Race	State or foreign country of birth	Year built
Age	Citizenship and year of immigration	Year moved into this house
Marital status	Current language and English proficiency	Acreage and crop sales
Spanish/Hispanic origin or descent	Ancestry	Source of water
	Place of residence five years ago	Sewage disposal
Housing	Activity five years ago	Heating equipment
	Veteran status and period of service	Fuels used for house heating, water heating, and cooking
Number of units at address	Presence of disability or handicap	Costs of utilities and fuels
Access to unit	Children ever born	Complete kitchen facilities
Complete plumbing facilities	Marital history	Number of bedrooms
Number of rooms	Employment status last week	Number of bathrooms
Tenure (whether unit is owned or rented)	Hours worked last week	Telephone
Condominium identification	Place of work	Air conditioning
Value of home (owner-occupied units and condominiums)	Travel time to work	Number of automobiles
Contract rent (renter-occupied units)	Means of transportation to work	Number of light trucks and vans
Vacant for rent, for sale, etc., and duration of vacancy	Number of persons in carpool	Homeowner shelter costs for mortgage, real estate taxes, and hazard insurance
	Year last worked	
	Industry	
	Occupation	
	Type of employment	
	Number of weeks worked in 1979	
	Usual hours worked per week in 1979	
	Number of weeks looking for work in 1979	
	Amount of income in 1979 by source	

[1] U.S. Department of Commerce, Bureau of the Census, *1980 Census of Population and Housing* (Washington, D.C.: U.S. Government Printing Office, August, 1979).

[2] For most areas of the country in 1980, one out of every six housing units or households will receive the sample form. Areas estimated to contain 2,500 or fewer persons in 1980 will have a three-out-of-every-six sampling rate, which is required in order to obtain reliable statistics needed for participation in certain federal programs.

stage of census enumeration.

The Local Review Program was also evaluated in the data collection and coverage pre-tests. This program has been designed to provide local officials with an opportunity to review preliminary 1980 census counts before the district offices close and the figures become available to the public. Procedurally, the Local Review Program will consist of two major phases: (1) the pre-enumeration local review, and (2) the post-enumeration local review.

Phase I of the program will take place prior to Census Day (April 1, 1980). It involves a local review of addresses from a census list prepared for those areas that will be included in the 1980 mail-out/mail-back census. Along with the address lists, a set of census maps will be provided as a review aid. The maps and counts will reflect January 1, 1978 political boundaries. Local officials will be asked to review the lists and maps for completeness and return their corrections and comments to the Bureau's local offices by census day. This first phase of the local review program can be conducted only in mail census areas, since address lists for door-to-door (conventional) enumeration areas will not be available prior to census day.

After enumeration has been completed in both the mail and conventional areas, the second and major phase of the program will take place, that is, the post-enumeration local review. Preliminary population and housing counts derived from the census-day enumeration, along with replacement census maps, will be sent to local review agencies for each governmental unit and any sub-units or statistical areas within them. Both the review listings and the maps will reflect January 1, 1980 political boundaries.

In carrying out this program, the Census Bureau will be obligated to review all discrepancies reported by the local review agencies. If any problems with the counts are detected by local officials or by the district offices, field checks will be made and corrective action taken as necessary.

1980 CENSUS GEOGRAPHIC PROGRAMS

Just as the 1980 sampling procedure has been altered to provide more accurate data for small area users, a number of geographically based data-compilation programs are being set up to enhance data availability for these users. One of the new geographically based programs being incorporated into the 1980 census is the Neighborhood Statistics Program. In part, the need for this program has arisen from an increasingly predominant trend among local governments to set up legally recognized areas called "neighborhoods." Typically, the citizens of such localities elect one or more officials for the purpose of advising and assisting the neighborhood in carrying out functions related to its growth and development.

If a neighborhood is interested in participating in this program, its chief elected official or central council must make a written request to the Census Bureau. Requests will be accepted by the Bureau through December of 1980. Once the working agreement is set up, the Census Bureau will send a census-coded block map to each neighborhood requester. They will also ask the local municipality to complete a listing, referred to as a block equivalency list, which shows the code numbers for the blocks contained in each legally recognized neighborhood into which the municipality is subdivided. Such a list is important in that it recognizes that neighborhood boundaries may change over time and allows for acknowledgment of these changes before the census tabulation process begins.

A similar program being developed to aid the small area data user is the Contract Block Statistics Program. Data provided by the Census Bureau through the Contract Block Statistics Program will have essentially the same format as that available through the Neighborhood Statistics Program.

A major difference between these two programs is the allocation of costs among the local, state, and federal governments. For the Neighborhood Statistics Program, cost to the neighborhood or municipality would be minimal. Local costs would involve (1) making the written request, (2) preparing the neighborhood/block equivalency list, and (3) providing for dissemination of the data to users. The Census Bureau would carry the major costs of (1) hiring staff to carry out the program, (2) computerizing the equivalency list, (3) preparing the final tabulations and tables, and so on.

In contrast, state and local participants in the Contract Block Statistics Program will have to pay a fee to contract with the Census Bureau for block statistics in their area. Size of the fee will depend on the population of the area. The final fee will be based on actual 1980 counts, with refunds or additional charges assessed as needed. (Continued on page 6)

Table 2
TENTATIVE RELEASE DATES FOR 1980 CENSUS REPORTS[1]

Series Number	Report Title	Expected Release
PC(1)-A	Number of Inhabitants	Dec. 1980-Apr. 1981
PC(1)-B	General Population Characteristics	Feb.-Aug. 1981
PC(1)-C	General Social and Economic Characteristics	Sept. 1981-Apr. 1982
PC(1)-D	Detailed Population Characteristics	Dec. 1981-Sept. 1982
PC(2)	[illegible] Reports	1982
HC(1)-A	General Housing Characteristics	Feb.-Aug. 1981
HC(1)-B	Detailed Housing Characteristics	Sept. 1981-Apr. 1982
HC(2)	Metropolitan Housing Characteristics	Dec. 1981-Sept. 1982
HC(3)	Subject Reports	1982
HC(4)	Components of Inventory Change	1982
HC(5)	Residential Finance	1982
PHC(P)	Preliminary Population and Housing Unit Counts	Aug.-Oct. 1980
PHC(V)	Final Population and Housing Unit Counts	Nov. 1980-Feb. 1981
PHC(1)	Block Statistics	Jan.-July 1981
PHC(2)	Census Tracts	Sept. 1981-Apr. 1982
PHC(3)	Summary Characteristics for Governmental Units	Sept. 1981-Apr. 1982

[1] U.S. Department of Commerce, Bureau of the Census, *1980 Census of Population and Housing* (Washington, D.C.: U.S. Government Printing Office, August, 1979).

Review and Outlook

October was generally a good month for the Nebraska economy, with increases in most of the major economic indicators for the state. Because cash farm marketings for Nebraska and the United States were unavailable at the time this article was being written, overall indexes and the indexes for the agricultural sectors could not be computed.[1] Based upon the physical volume index for the nonagricultural sectors, however, real output for the state increased 0.5 percent from its September level, but was 1.4 percent below its value of last year. The comparable national figures were losses of 0.6 percent and 0.2 percent, respectively.

The September-to-October increase in state economic activity resulted from a 1.1 percent increase in the distributive sector and a 0.2 percent increase in the government sector. The changes in the two remaining sectors were a 0.5 percent loss in the manufacturing sector and a 3.1 percent loss in construction.

The October increase in nonagricultural output was an encouraging development, since it followed four consecutive monthly declines. Although considerable weakness is still evident in these sectors, the marked turnaround in distributive activity makes the outlook somewhat brighter. With apparently strong Christmas sales, this sector should improve its position during the remainder of 1979 and the beginning of 1980. (Continued on page 5)

[1] The graph at the bottom of this page uses an estimate for physical volume based upon movement in the nonagricultural sectors only and will be revised when additional data are available.

Notes for Tables 1 and 2: (1) The "distributive" indicator represents a composite of wholesale and retail trade; transportation, communication and utilities; finance, insurance, and real estate; and selected services. (2) The "physical volume" indicator and its components represent the dollar volume indicator and its components adjusted for price changes using appropriate price indexes—see Table 5, page 5.

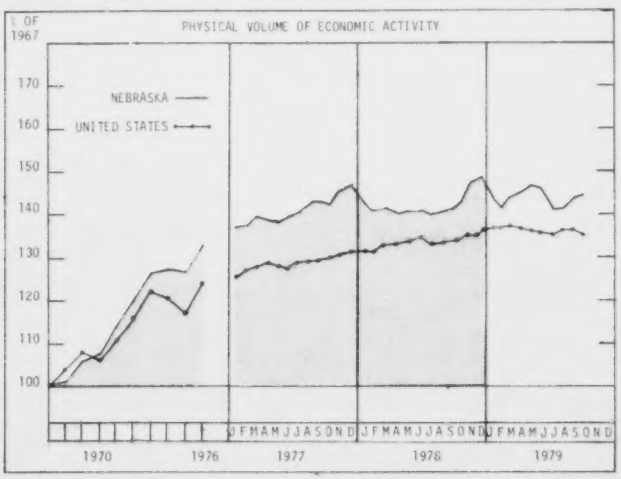
ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES

1. CHANGE FROM PREVIOUS YEAR

October 1979	Current Month as Percent of Same Month Previous Year		1979 Year to Date as Percent of 1978 Year to Date	
Indicator	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume	NA	NA	NA	NA
Agricultural	NA	NA	NA	NA
Nonagricultural	109.8	111.7	112.0	112.7
Construction	92.0	108.4	99.3	111.8
Manufacturing	116.0	115.7	117.7	116.7
Distributive	110.3	110.9	112.1	111.9
Government	104.8	107.0	108.0	107.4
Physical Volume	NA	NA	NA	NA
Agricultural	NA	NA	NA	NA
Nonagricultural	98.6	99.8	101.2	101.8
Construction	82.0	96.6	87.4	98.4
Manufacturing	102.9	101.7	105.7	104.7
Distributive	98.3	98.8	101.1	100.9
Government	99.2	101.3	99.5	100.8

2. CHANGE FROM 1967

	Percent of 1967 Average	
Indicator	Nebraska	U.S.
Dollar Volume	NA	NA
Agricultural	NA	NA
Nonagricultural	332.5	310.2
Construction	308.2	294.2
Manufacturing	385.0	307.6
Distributive	324.6	318.8
Government	300.7	287.0
Physical Volume	NA	NA
Agricultural	NA	NA
Nonagricultural	144.8	136.1
Construction	111.3	106.2
Manufacturing	160.4	128.9
Distributive	144.0	141.4
Government	138.6	141.8

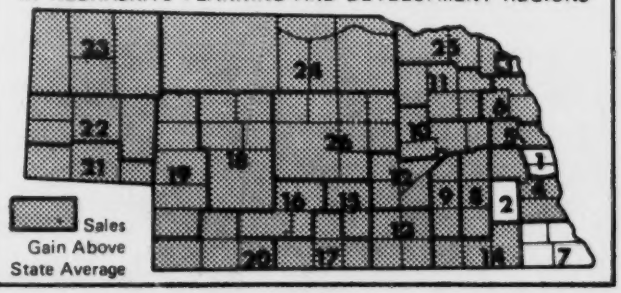


3. NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)

Region Number[1] and City	City Sales[2]	Sales in Region[2]	
	Oct. 1979 as percent of Oct. 1978	Oct. 1979 as percent of Oct. 1978	Year to date'79 as percent of Year to date'78
The State	100.3	100.3	100.8
1 Omaha	93.3	93.9	96.2
Bellevue	104.2		
2 Lincoln	99.9	99.0	100.8
3 So. Sioux City	98.1	94.6	93.5
4 Nebraska City	91.4	98.0	101.2
5 Fremont	98.6	97.4	101.6
Blair	93.7		
6 West Point	123.6	108.0	106.6
7 Falls City	98.7	102.7	100.4
8 Seward	128.9	113.2	104.2
9 York	105.3	99.9	106.6
10 Columbus	100.7	105.8	105.9
11 Norfolk	107.4	105.3	104.5
Wayne	109.0		
12 Grand Island	103.0	104.8	104.3
13 Hastings	96.2	102.6	101.4
14 Beatrice	102.9	95.9	103.2
Fairbury	94.8		
15 Kearney	99.4	101.4	105.0
16 Lexington	108.4	115.0	106.8
17 Holdrege	88.8	99.1	103.0
18 North Platte	99.8	100.5	103.4
19 Ogallala	106.4	114.1	105.4
20 McCook	109.6	105.5	104.2
21 Sidney	108.6	108.2	103.1
Kimball	120.7		
22 Scottsbluff/Gering	97.7	95.2	103.2
23 Alliance	107.1	104.9	103.8
Chadron	101.8		
24 O'Neill	108.0	108.3	110.0
25 Hartington	104.4	115.6	104.5
26 Broken Bow	102.9	109.2	109.6

[1] See region map below.
[2] Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales; city totals exclude motor vehicle sales.
Compiled from data provided by Nebraska Department of Revenue.

1979 YEAR TO DATE AS PERCENT OF 1978 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



(Continued from page 4) If manufacturing continues its sporadic but steady growth, the nonagricultural index should rebound from its earlier losses.

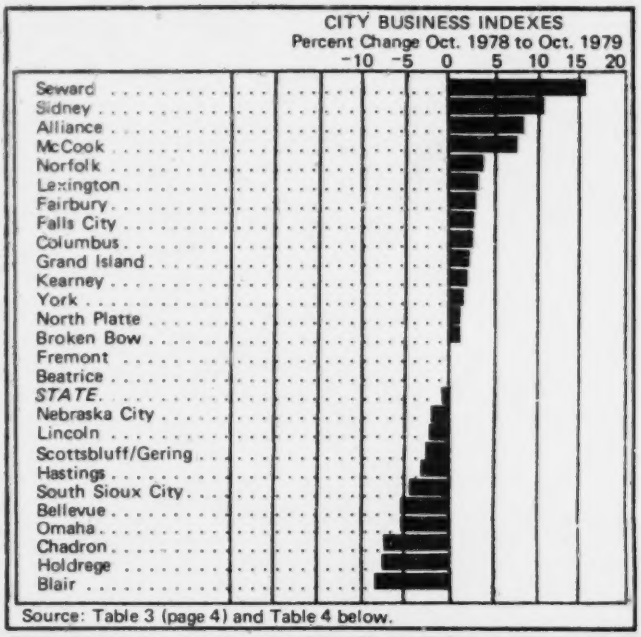
The outlook for the agricultural sector has become cloudy during the past month. Although it was reported that Nebraska had a record harvest during 1979, the President's Soviet grain embargo adds considerable uncertainty as to the disposition and price of this harvest. Even before the President's actions, prices showed signs of weakness. In October, prices received by Nebraska farmers were 10.5 percent above prices of October 1978, but prices paid were up 13.8 percent over last year.

Both employment and retail sales reflected the increased pace of the Nebraska economy and continued to outpace the national trend. Employment increased 1.9 percent in October 1979, compared to October 1978. This gain in employment represented nearly 14,000 persons, but the number of unemployed also increased since the gain in employment was somewhat less than the growth of the labor force. As has been the case throughout 1979, October's unemployment rate of 3.3 percent was among the lowest in the nation and compares favorably to the national rate of 5.6 percent. Compared to October 1978, nineteen of the twenty-six reporting cities registered gains in employment. The four cities in metropolitan counties, however, all experienced declines.

After adjustment for price changes, Nebraska's net taxable sales in October were 0.3 percent above last year's level. In contrast, retail sales for the nation were 2.5 percent below those recorded last October. The October increase was felt throughout Nebraska, as seventeen of the state's twenty-six planning regions had total sales exceeding those of October 1978. Furthermore, non-motor vehicle sales in nineteen of thirty-two principal trading centers were higher than last October's sales. Seward, West Point, and Kimball recorded increases exceeding 20 percent.

Relative to October 1978, the city business indexes fell an average of 0.4 percent, with fourteen of the twenty-six cities registering gains. The weakness in building activity was responsible for much of the loss and was sufficient to offset the moderate gains in employment and retail sales.

Looking at the city business indicators, it appears that the strength of the Nebraska economy generally lies in the western and northeastern portions of the state, with metropolitan and southeastern Nebraska exhibiting considerable weakness. Seward posted the largest gain in economic activity, with an increase of 15.6 percent. Other cities with October-to-October increases larger than 5 percent were Sidney, Alliance, and McCook. J. A. D.



Source: Table 3 (page 4) and Table 4 below.

4. OCTOBER CITY BUSINESS INDICATORS

The State and Its Trading Centers	Percent of Same Month a Year Ago		
	Employment[1]	Building Activity[2]	Power Consumption[3]
The State	101.2	90.7	94.3
Alliance	120.0	64.8	91.9
Beatrice	100.7	94.4	88.2
Bellevue	96.5	31.9	96.3
Blair	97.9	52.3	76.6
Broken Bow	100.5	117.9	92.4
Chadron	98.6	40.3	63.7
Columbus	100.2	181.8	97.2
Fairbury	100.8	152.0	130.2
Falls City	101.8	176.1	101.6
Fremont	102.2	90.0	101.6*
Grand Island	104.8	76.1	101.7
Hastings	103.0	54.6	100.7
Holdrege	100.7	81.8	75.7
Kearney	108.1	100.5	90.1
Lexington	102.6	96.2	90.6
Lincoln	98.1	79.5	95.4
McCook	101.1	268.7	86.9
Nebraska City	102.3	126.0	94.4
Norfolk	101.4	123;1	92.7
North Platte	106.1	85.7	96.6
Omaha	96.5	90.3	94.5
Scottsbluff/Gering	102.9	88.5	77.4
Seward	99.0	278.5	100.0
Sidney	108.3	299.8	88.2
So. Sioux City	93.4	72.4	101.2
York	100.9	72.1	104.2

[1] As a proxy for city employment, total employment for the county in which a city is located is used.

[2] Building Activity is the value of building permits issued as spread over an appropriate time period of construction. The U.S. Department of Commerce Composite Construction Cost Index is used to adjust construction activity for price changes.

[3] Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

5. PRICE INDEXES

October 1979	Index (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices	225.4	112.2	110.9
Commodity component	215.6	112.4	111.1
Wholesale Prices	245.2	114.1	112.0
Agricultural Prices			
United States	NA	NA	NA
Nebraska	NA	NA	NA

*Using arithmetic average of monthly indexes.
Sources: Consumer and Wholesale Prices: U.S. Bureau of Labor Statistics; Agricultural Prices: U.S. Department of Agriculture.

(Continued from page 3)

The statistics provided by the Census Bureau through these programs will be available for individual blocks in blocked areas which are (1) urbanized, (2) incorporated places with a current population of 10,000 or more, and (3) other areas that have entered into a contract with the Bureau to have block-by-block tabulations computed at their own expense. The block statistics will include information from the short-form questionnaire but not from the long-form questionnaire. Data from the long-form questionnaire will be put on computer tape by the Census Bureau and made available to local areas on a special arrangement basis. Other available information will include (1) guides on use of the data, (2) case studies to illustrate applications, and (3) data-user workshops.

This is the first time in which the Census Bureau will make block statistics data routinely available for small areas. Previous censuses reported such detailed statistics only for urbanized areas. This represents a significant effort by the Census Bureau to provide more useful information for small area data users.

1980 TABULATION/PUBLICATION AND SUMMARY TAPE SCHEDULE

The Census Bureau is well aware of the need to compile and release 1980 census data at the earliest possible date. Their primary concern is to meet the reapportionment and redistricting information deadlines which are set by law: (1) by January 1, 1981, a complete tabulation of the total population in each state must be available for apportioning seats in the House of Representatives, and (2) by April 1, 1981, officials in each state must be provided with small area breakdowns of the state's total population for legislative districting purposes.

At the same time as these mandatory tabulations are being produced, the Census Bureau hopes to compile at least some of the 100 percent tabulations of characteristics. The tentative publication program for the 1980 Printed Statistical Reports is listed in Table 2 (page 3).

A major portion of 1980 census results will be provided in a set of five summary tape files or tabulation counts. These summary tape files are being designed to provide data with greater subject and geographical detail than it is possible to publish in the printed reports. The Census Bureau will provide this information—subject to the suppression of certain detail where necessary to protect confidentiality—on magnetic computer tape, printouts, and microform at the cost of preparing the copy. In addition, most states have at least one Summary Tape Processing Center designed to assist data users in obtaining information contained in these files. The Census Bureau is presently working on an outline of the contents of these files.

CONCLUSION

It is apparent that the Census Bureau has been actively involved with extensive planning of organizational procedures in anticipation of the 1980 census. They have carefully weighed the costs (financial outlay) and benefits (completeness and accuracy of the data obtained, along with the usefulness of these data for users) involved with each of the proposed procedures. As an attempt to offset some of the costs associated with the procedures being added to improve coverage, the mail-out/mail-back system will be used for approximately 90 percent of the population, as opposed to its use for 60 percent of the cases in 1970.

The 1980 census is expected to cost close to $990 million, or around $4 per head. This is roughly $3 more per person than was spent for the 1970 census. The $3 difference is accounted for as follows:

- $1.00 Inflation
- .75 Direct efforts to improve coverage
- .50 Improvements in field administration
- .25 New data needs
- .25 Certain enhancements in geographic and processing operations
- .25 Change in living arrangements

Of the increase in budget that has been apportioned for the 1980 census, approximately $200 million will go for new and intensified procedures specifically designed to improve coverage. It is expected that the 1980 census will be more complete than it would have been without these new and improved coverage techniques. Unfortunately, given changes in social and economic conditions, it is difficult to predict the success of these measures. The difficulty is compounded by the possibility of increased respondent resistance to any type of survey, especially a government-sponsored survey. These factors, combined with a dramatic increase in the amount of data that must be handled in conjunction with the 1980 census, pose a major challenge to those involved in enumeration activities. A. M. R.

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